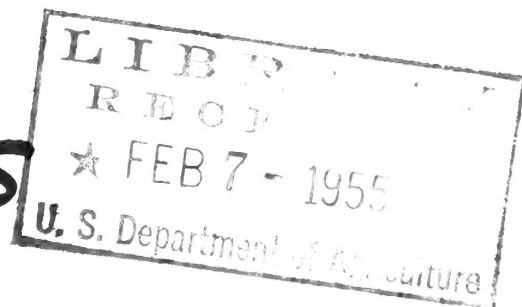


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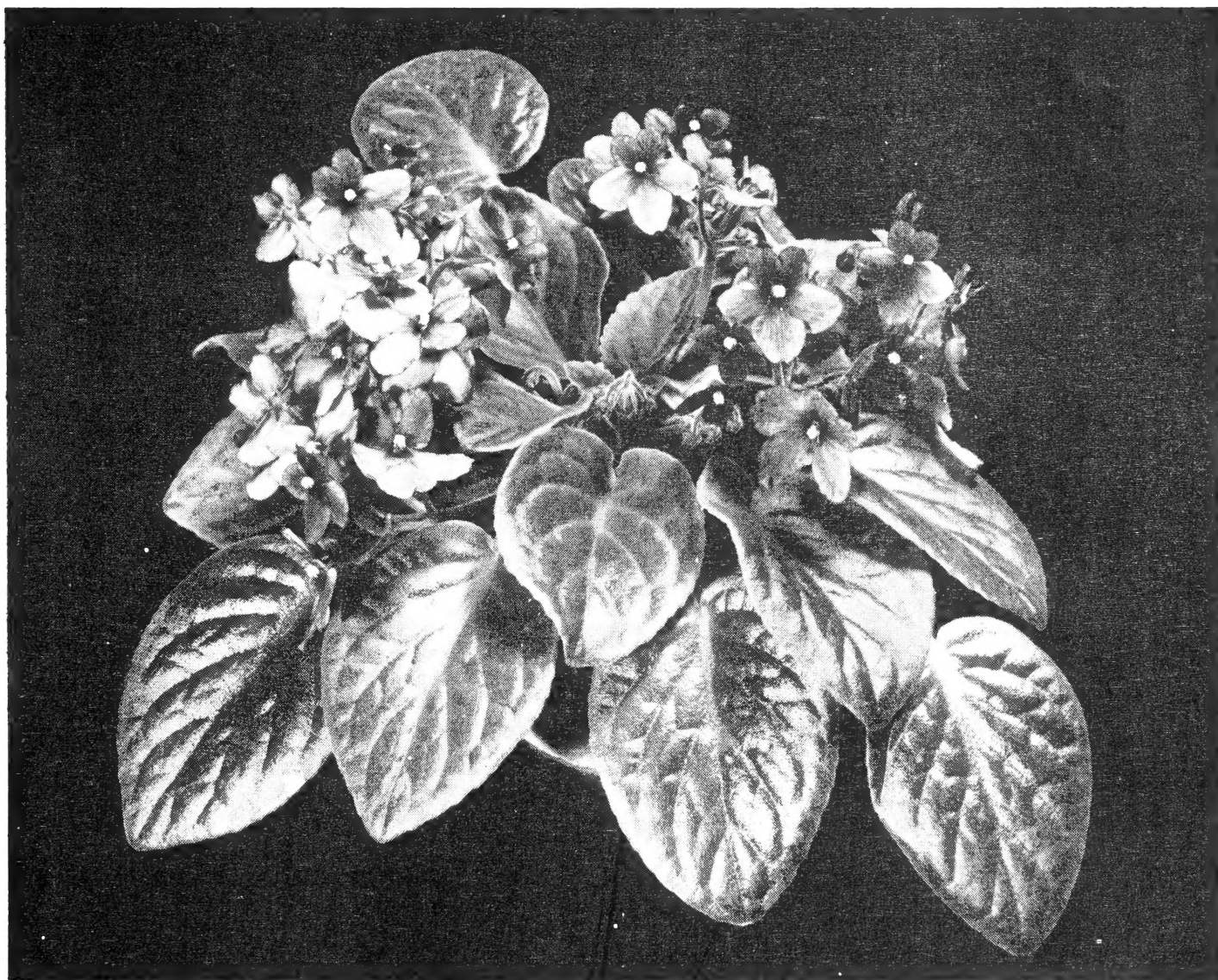
**SHAFFER'S**



PRIZE-WINNING

# AFRICAN VIOLETS

FOR 1954



**SHAFFER'S** TROPICAL GARDENS  
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1220 41st Avenue

Santa Cruz, California

Mailing Address: P.O. Box 368, Capitola, California

MEMBER: AFRICAN VIOLET SOCIETY OF AMERICA

# SHAFFER'S SELECT THE BEST FOR 1954



The past year in African Violets was notable for the introduction of a great number of new varieties. As in past years, we have bought and tested most of these new introductions, something which few individual collectors and hobbyists can do. From this great field of new varieties, we have eliminated all except those which came up to our high standards of quality and bloom production. We sincerely believe that the Violets listed here are the best selection available anywhere.

In June of this year, we will announce a special event—the introduction of six of our own original varieties. We will notify all our friends of these new developments at that time.

Plants listed here are all ready to bloom or blooming, and are well-established, single crown, exhibition-type plants in 2½-inch pots. All soils used by us are fumigated by methyl bromide treatment, assuring you of healthy, vigorous plants.

California purchasers will not have their plants delayed for inspection except in Ventura and Tulare Counties, which are not yet in the "Pinto Tag" program. The "Pinto Tag" on your shipment certifies that our greenhouses have been California State inspected and certified clean.

For Violet fertilizer, we use and can highly recommend SPOON-IT. Mixed with water, SPOON-IT has proved an ideal plant food for Violets.

3 oz. pkt.\_\_\_\_\_25c                      6 oz. pkt.\_\_\_\_\_50c                      15 oz. pkt.\_\_\_\_\_ \$1.00

## Ingredients:

Ammonic Nitrogen_____	4%	Total Nitrogen_____	18%
Organic Nitrogen_____	14%	Phosphoric Acid, Available_____	18%
Potash, Water Soluble_____	14%		

We also recommend HYPONEX (3 oz. can: 25c) and ORTHO-GLO (4 oz. size 35c)

SOIL—we are now packaging our own soil especially compounded by us for growing African Violets. Two quart package—75c.

(Fertilizer and soil sold only with orders of Violets)



## SHIPPING INSTRUCTIONS

(Please state first and second choices on order form)

We pay for packing and Parcel Post on all orders of \$5.00 or over. On orders less than \$5.00, please add 50c to cover the high cost of handling and shipping these smaller orders. For Special Handling, add 20c, or for Special Delivery add 45c.

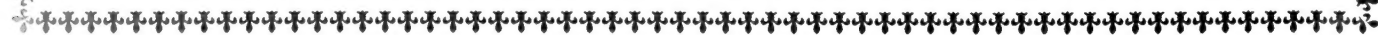
We use every possible care in packaging and shipping, however plants shipped by Parcel Post will not be insured, since Post Office claims are difficult for you to collect on damaged plants. If insurance is desired, specify shipment via Railway Express Collect, and in the event of damage contact YOUR Railway Express Agent at once.

In California, add 3% State Sales Tax.



## INTERESTED IN ORCHIDS?

We publish a special catalog listing our collections of Orchids. We feature selections of plants from famous hybridizers and well known collections of Cattleya Hybrids, Phalaenopsis, Vandas, and Dendrobiums, as well as Anthuriums.



**\$2.00 — OUTSTANDING NEW VIOLETS — \$2.00**



- APPLE BLOSSOM**—True apple blossom color with bluish marking: DuPont foliage.
- BLACK FRINGE**—Deep purple bloom with ruffled edges. Foliage is large, dark green, wavy leaves with red veins underneath.
- PANSY**—A striking flower of light lavender-blue with varying amount of white edge, often more white on the two top petals. Small dark green foliage.
- PINK WONDER**—A profuse bloomer. Large deep pink flower with a deeper pink eye. Foliage is luxuriant dark green.
- PURPLE LACE**—Something different—a thick, light green, very hairy foliage with large deep purple fringed flowers.
- RED GENEVA GIRL**—Flower is red-orchid with white edge. Dark and heavy girl foliage.
- RUFFLED TREASURE**—Light mauve, large fringette flower, with medium green, wavy foliage. A profuse bloomer.
- SHOCKING**—An outstanding pink, very deep in color, with good sturdy foliage.



**OUR FINEST DOUBLES—\$2.00 EACH**

- DOUBLE LACE**—White flowers are large, fully double, and daintily fringed, sometimes with a tinge of color. Leaves are large, wavy, and serrated.
- HER MAJESTY**—Flowers are garnet-orchid and large. Excellent girl foliage, with a formal habit of growth.
- POMPADOUR**—Large variegated blue and white double, with thick, dark green foilage.
- SPRINGFIELD BEAUTY**—A large, purple double with small, dark green foliage.

**DREAM GIRL**

Our choice as best of the season

DREAM GIRL has dark green girl foliage with light green veins and serrated edges. The plant grows symmetrically, with the flowers variegated white with blue edges. A most striking variety which we recommend most highly.

\$2.00 each.

**\$1.25 EACH—A FINE SELECTION OF BEAUTIFUL**

- BALLET**—Gleaming white flower over fresh green rippled foliage.
- BLUE HEIRESS**—A most profusely flowering plant with du-Pont foliage and very large medium blue flowers.
- CAMPFIRE GIRL**—Handsome dark purple-blue flowers. Foliage dark green with light veins.
- DIPLOTRICHA**—One of the true original species. Formerly known as Kewenis. Light myrtle blue blossom.
- DuPONT BLUE HYBRIDS**—This group numbered from 1 to 5, starting with the darkest shade, comprise one of the most outstanding of all the violet families. They are characterized by exceedingly large flowers, large and vigorously growing foliage and regular habit of growth. The flower petals are often beautifully rippled.
- DuPONT LAVENDER PINK**—Another very lovely member of this distinguished group. Flowers are orchid in color with two upper petals and centers in deeper tones. The leaves, true to the du-Pont character, are unusually large, thick and scalloped along the outer margins.
- DuPONT RED**—Has the same general characteristic as the other Du Ponts. The flowers are exceptionally large and are deep burgundy-red.
- EVENING SUNSET**—All the ethereal beauty of an evening sunset! Light blue with the two upper petals overcast in iridescent pink. Round cupped flower. Foliage full and heavy. One of the best of the season.
- FROSTY**—The first African Violet with a truly variegated leaf; beautiful green spotted and striped with white. Plant grows easily in a low formal rosette.
- LORELEI**—Large light mauve flower with dark green foliage.
- HOLLY (Kellars)**—As the name implies the leaves resemble old fashioned holly; dark copperish green, points and ruffling at edges. Royal purple on under sides. Flowers are striking medium blue.
- MINUET**—A very floriferous and satisfactory plant. Flowers are mauve in color and beautifully fringed and fluted.
- MINUET GIRL**—New. A most lovely light blue clouded with white. Excellent girl foliage and formal habit of growth.
- PAINTED GIRL**—This is an interesting new girl. White flowers are streaked and edged with orchid and wine color markings. Most outstanding.
- PANSY BEAUTY**—A beautiful little pansy-face. Flowers profusely on neat dark little plant. Blooms are orchid tipped and dyed with garnet-red. An excellent plant for the hobbyist with limited space.
- PINK ATTRACTION**—One of the very newest and best! The large true pink flowers have a darker eye. The foliage is luxuriant and well grown; medium green.
- PINK DELIGHT**—A new, most delicate pink, flowering profusely over very dark red backed foliage. A most striking variety.
- RED LADY**—Large clusters of clear sparkling wine-red flowers. Foliage medium to dark green; stained with red on under side; girl type.
- RED PRINCESS**—Flowers a shade darker than Red Lady above. Leaves decidedly darker and quilted. Very luxuriant growth.
- RUFFLED QUEEN**—Heavily ruffled dark fringed burgundy color flower with the appearance of being turned back. Heavy flower stalks and large duPont foliage.

# VARIETIES ON THESE TWO PAGES—\$1.25 EACH

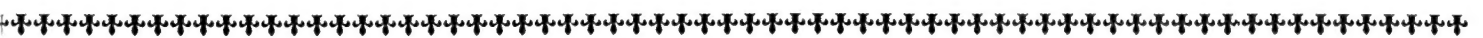


- SNOW GIRL**—We have an excellent strain of this variety. The leaves are very deeply cut and scalloped. They show their girl characteristics to an unusual degree. Blooms freely with large clear white flowers.
- SNOW PRINCE**—The finest of the whites. Produces masses of perfect white blossoms rarely showing even the slightest trace of color. The foliage grows easily in symmetrical formation and is of excellent character.
- SUPRITA**—Another new variety, classed with the “reds”. Leaves heavy husky and round. Flowers of unusual size and brilliant color.
- TWILIGHT**—A bold and vigorous plant. Foliage creased and lightly scalloped at edges. The flower is medium blue with white markings often taking the form of a broad white line drawn through the center of each petal.
- VELVET GIRL**—An outstanding violet. Flowers are pansy-like, orchid in color often having the petals tipped with garnet-red. Has beautifully ruffled girl foliage.
- VIOLET BEAUTY SUPREME**—All of the characteristics of its most satisfactory parent plus, as the name indicates, the even larger flowers and supreme type foliage. Orchid with a blue-violet cast, most noticeable in the two upper petals.



## \$1.25 --- EXCELLENT DOUBLES --- \$1.25

- ALMA WRIGHT**—The beautiful silver-white double that looks like a miniature camellia. Foliage of excellent quality, growing easily into a beautifully symmetrical plant. A beautiful compliment to the gracious lady for whom it is named.
- AZURE BEAUTY**—Blooms are light blue and white variegated, fully double; they open fully on long stems. Shows constant variation in coloring. Excellent foliage.
- CORSAGE**—One of the newest, light blue doubles. Flowers open well on nice long stems. Foliage medium green.
- DARK BEAUTY**—Our choice as the best of the variegated blue doubles. Colors tend to be darker than Azure Beauty. The medium to dark green leaves are deeply creased and quilted. The mature plant is very large and symmetrical when correctly grown.
- DOUBLE ORCHID BOUQUET**—Our choice of the variegated white with uneven lavender edging. Has medium to dark green leaves deeply creased and quilted. The mature plant is very large and symmetrical when correctly grown.
- DOUBLE ORCHID SUNSET**—A beautiful newer double. Flowers garnet orchid, showing darker tones at tips of fully opened petals. Leaves are creased, quite dark, and tend to elongate; red on under side.
- DOUBLE SEA GIRL**—Might easily be called double Sailor Girl. Has the same lovely foliage, and double light blue flowers which open well on nice long stems.
- ROSE RAINBOW**—The rose and white counterpart of Dark Beauty. Has the same large flower, white clouded with rose. One of the most popular of all doubles.





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**AURORA**—A new color—delicate blue—diffused and backed with white. Blossoms are lightly rippled at edges. Medium bright green leaves, rippled and ruffled. Exceptionally free flowering.

**BLACK BEAUTY**—The lovely “supreme” version of the old favorite, Mentor Boy. Has the rich dark coloring of its predecessor plus the large and vigorous growing habit of the supreme strain.

**BOLERO**—Deep park and velvety. Royal purple. Light green rippled foliage.

**CARROUSEL**—A blend of lavender blue. Light green rippled foliage.

**FRILLED BLUE DELIGHT**—Most dainty—white with a ruffled edging of blue. Leaves are light green, frilled and rippled.

**GENEVA PINK**—One of the best of the newer varieties. Has exceptionally large, deeply cupped, true pink flowers. Plant grows low; has heavy medium green well rounded leaves.

**GENEVA RAINBOW**—Truly a lovely violet. The wine-red flowers are edged with pearly white. Foliage is medium green.

**GORGEOUS**—This is the variety most likely to produce spooned leaves. It has beautiful, large, bi-color flowers of clear red-violet.

**GORGEOUS BLUE WONDER**—A very profuse bloomer with large light to medium blue flowers clouded with white. Luxuriant dark green foliage.

**GROTEI**—The much discussed trailing or hanging basket type. Has medium to light blue flowers and large round, flat leaves on long petioles.

**HEART'S DELIGHT**—This charming plant is so aptly named that it needs little description. The flowers are a rich orchid shade standing well above the bronzy, heart-shaped girl leaves.

**INDIANOLA**—A beautiful orchid bi-color with luxuriant dark foliage, deep red on under side.

**LADY GENEVA**—Charming deep violet-blue edged in twinkling white. An excellent bloomer and an ever popular variety.

**LAVENDER BEAUTY**—Exceptionally large and numerous flowers of silvery mauve borne over a husky plant of symmetrical pattern.

**MARINE (light)**—Large well formed flowers of medium blue shading to darker blue at the center. Foliage is heavy and vigorous in habit of growth. Easily arranged in formal pattern.

**OPAL CUP**—A beautifully rounded and cupped flower in the darker opal shades tending to be darker still in the center. Leaves are dark and heavy. Plant grows low.

**PINK BEAUTY**—A true pink violet. Flowers occur in clusters of four or five on a long stem. Leaves of medium green tending to be elongated. A patented variety.

**PINK LUSTER**—A very free-flowering medium pink. Blooms slightly smaller than average in size, a characteristic more than offset by the dark numbers of flowers. Foliage excellent medium green.

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R E L I A B L E F A V O R I T E S — 7 5 c E A C H

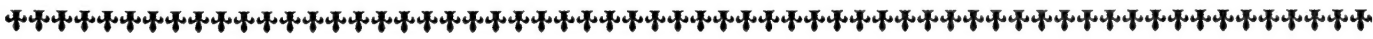


- PLUM GLORY**—The finest, in our opinion, of all the “reds” yet produced. Plum Glory, true to its name, bears an abundance of plum-red blossoms. The dark green foliage is luxuriant in quality and vigorous in growth. Plants often attain a diameter of 16 to 20 inches on a single crown.
- RED KING**—One of the newer wine-reds. Blossoms freely and has excellent dark toned foliage.
- ROSE MARIE**—A very pretty old rose shade. Flowers freely. Leaves are deeply veined, dark green and backed in red.
- RUFFLED BEAUTY**—The most deeply scalloped, ruffled, and thoroughly attractive plant we have yet seen. The mature leaves are stained with deep red, and the flowers, pansy-like in shades of light red-lavender.
- SAILOR GIRL**—An excellent girl variety with an abundance of large light blue flowers and lightly ruffled scalloped leaves.
- STAR SAPPHIRE**—Midnight blue with flower petals arranged in true star shape. A patented variety.
- WHITE LADY**—Large white flower medium green foliage.



75c EACH --- FAVORITE DOUBLES --- 75c EACH

- BRUSSEL SPROUTS**—One of the most unusual of all the “different” violets. Has been classified as the “Parrot Tulip” of the African Violet family. Flowers are very double, and deeply fringed almost to the point of being ragged. Chartreuse on the backs of the petals and blue-purple on the inside. A must for every collector!
- DOUBLE DELIGHT**—An excellent light blue with flowers attaining a very large size on mature plants. Leaves are quilted, dark green, and grow in a formal rosette.
- DOUBLE FRINGED WHITE**—A nice new, fringed and ruffled double white, often showing just enough color to be tantalizing. The leaves also show a graceful rippling.
- GRAND AWARD**—A most outstanding royal blue double, having exceptionally large and fully double blooms. Has heavy supple foliage and free blooming habit.
- DOUBLE NEPTUNE**—Still our choice as the best of the dark blue doubles. Flowers open fully. Leaves are quite dark and grow easily in formal arrangements.
- DOUBLE ORCHID NEPTUNE**—The plant closely resembles Double Neptune but the flowers are beautiful, fully open red-orchid.
- PURITY**—Pure white double. Has excellent medium green foliage. Flowers open nicely, and attain a good size on the mature plant.
- SAILOR’S DELIGHT**—A very compact neat little plant with ruffled foliage and double light blue flowers. A must for the person with limited space.

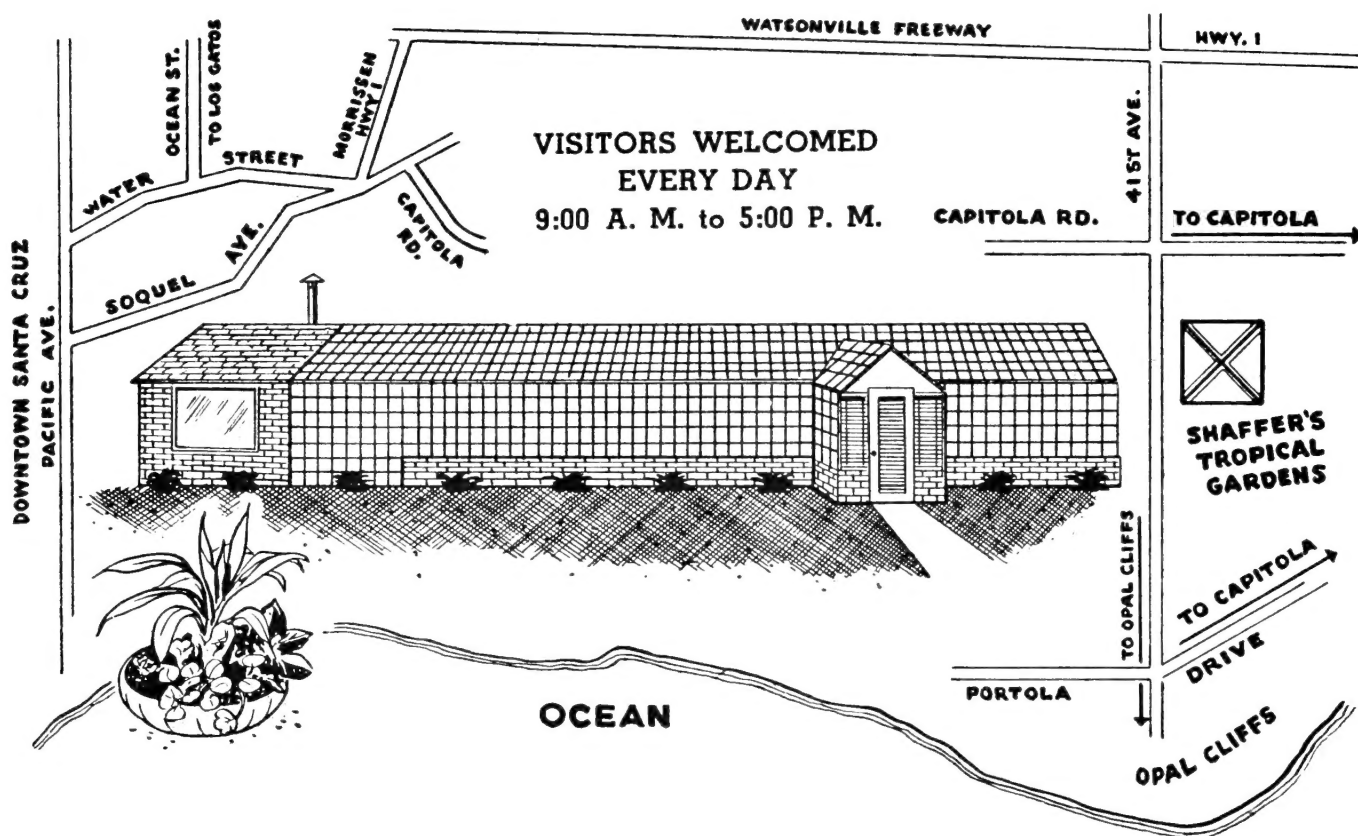


WHEN IN SANTA CRUZ, BE SURE TO VISIT

# SHAFFER'S TROPICAL GARDENS

1220 41st Avenue

Santa Cruz, California



## A PERSONAL INVITATION

Next time you are in or near Santa Cruz—75 miles south of San Francisco, on beautiful Monterey Bay—we would be pleased to meet you personally and show you our growing stock. We urge you, whenever possible, to select your Violets and other plants in person, for fullest satisfaction and pleasure. Also, prices at our greenhouse are slightly lower than list, due to the costs of packaging and handling. It is always our pleasure to meet flower lovers; we take a great deal of pride in our stock and enjoy showing it to visitors. There is never any obligation, of course. Besides our African Violets, we also have on view extensive collections of Orchids, Anthuriums, and other tropical plants.

For holding pots of African Violets or other house plants, we have stands holding from 10 to 14 pots in 5 models, black or green finish, from \$13.50 to \$25.00.

To reach the Tropical Gardens, take the Santa Cruz-Watsonville Freeway (Highway No. 1) from Santa Cruz to 41st Avenue, then turn right one mile. Visitors are cordially welcome every day, including Sunday, from 9 A.M. to 5 P.M.